

AUG 3 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK ENDING FRIDAY, JULY 31, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS</u>			
<u>JULY 31</u>		<u>AUGUST 15</u>	
NEWSSTAND DATE, MADEMOISELLE COLLEGE ISSUE		NEWSSTAND DATE, CHARM'S BACK-TO-WORK ISSUE	
NEWSSTAND DATE, LADIES HOME JOURNAL " "		<u>AUGUST 20</u>	
<u>AUGUST 1</u>		NEWSSTAND DATE, WOMAN'S HOME COMPANION	
NEWSSTAND DATE, HARPER'S COLLEGE BAZAAR		"HIGH JINX" ISSUE (Teen-Age fashions and portfolio of Teen-Age war activities).	
<u>AUGUST 7</u>		NEWSSTAND DATE, PARENTS' BACK-TO-SCHOOL ISSUE	
Saturday	"THE FURLOUGH WEDDING"	GIMBEL BROS.	B'WAY AT 33RD ST.
August 1	FASHION SHOW		3RD FLOOR
1:00 P.M.	3rd in a series of Hasty Wedding Fashion Shows for the blitz tempo of this era, to prove that despite speedy planning, perfect weddings can be turned out. Mrs. Elsie Stapelton, budget advisor, will talk on "How to Furnish the First Home". There will also be a fashion show of furlough and formal wedding gowns and attendants' gowns. Open to Press and public. Publicity: Marjorie Howard, PE. 6-5100.		

### WEEK BEGINNING MONDAY, AUGUST 13, 1942

Now Showing	EARLY FALL COSTUME JEWELRY	CASTLECLIFF COMPANY	366 FIFTH AVENUE
	Invitation to view the highlights of the early Fall collection of this high-style costume jewelry firm. Of special interest because of development of new substitute jewelry materials to replace metals, etc. For appointment, Press please call Eleanor Lambert, PL. 5-8500. <i>W.D. 7-09K3.</i>		
Now Showing	MODERN PICTURES NEWLY ACQUIRED AND HELD OVER	MUSEUM OF MODERN ART	11 WEST 53RD STREET MUSEUM GALLERY, 3RD FL.
	Highlights in a small group of first-seen and held-over paintings by Leger, Picasso, and others. Open to Press and public. Publicity: Sarah Newmeyer, CI. 5-8900.		
Now Showing	1942 FALL COLLECTION	SPECTATOR SPORTS (New Showroom)	530 SEVENTH AVENUE
	Bruno's and Hattie Carnegie's collaboration on Fall clothes for day and evening and town and country. Contact: Miss Elsie Brandt, BR. 9-0091.		
Beginning Monday	"ANIMALS ARE NEWS" PHOTO EXHIBIT	N. Y. MUSEUM OF SCIENCE & INDUSTRY	30 ROCKEFELLER PLAZA
August 3-Sept. 3	60 animal pictures by press photographer, David B. Eisendrath including selected and feature "shots" from five years of news photography, make their Museum debut for a month. The complete animal kingdom from horses to humming birds is included with technical data regarding the photography. Public is invited. Publicity: Michael Davidson, N.Y. Museum of Science and Industry, CI. 6-2075.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 3	CAMOUFLAGE COURSES	N.Y.U. COLLEGE OF ENGINEERING	UNIVERSITY HEIGHTS CAMPUS, AT 181ST ST
	Because of the need for camouflage experts, the N.Y.U. College of Engineering cooperating with the OCD and the Army Engineer Board, begins a 5-week course in "Industrial Camouflage". Attendance three evenings a week under Professor William A. Rose, expert in camouflage aerial bombardment protection. The course is open to artists, architects, engineers, and industrial designers. For further information, cost, etc., contact: Registrar, RA. 9-2000.		
Beginning Monday August 3	<u>OPENING DATES OF COLLEGE AND CAMPUS SHOPS IN NEW YORK &amp; METROPOLITAN STORES</u>		
	<u>AUGUST 3 (Monday)</u>	<u>AUGUST 5 (Wednesday)</u>	
	ABRAHAM & STRAUS, B'KLYN Publ.: Emily Adamson, TR.5-7200.	MARY LEWIS, 638 5TH AVE. <u>Press preview, College &amp; Country</u> <u>Fashions, 5 P.M.</u> By invitation. Rosemary Sheehan, CO. 5-3147.	
	B. ALTMAN & CO., 5TH AVE. AT 34TH Publ.: Faith Willcox, MU.9-7000.	JOHN WANAMAKER, B'WAY AT 9TH ST. Mimi College Chop. Miss Neilson, ST. 9-4700.	
	BLOOMINGDALE'S, LEXINGTON AT 59TH Publ.: Karen Hollis, VO.5-5900.		
	LORD & TAYLOR, 424 5TH AVE. Publ.: Eleanor Howard, WI.7-3300.	<u>AUGUST 8 (Saturday)</u>	
	MARTIN'S, B'KLYN Publ.: Helen Reed, Stylist, TR. 5-3100.	GIMBEL BROS., B'WAY AT 33RD ST. <u>Big Fashion Show at 2 P.M.</u> Publicity: Marjorie Howard, PE. 6-5100.	
	RUSSEKS 5TH AVE., 390 5TH AVE. <u>Press preview, Tues., Aug. 11,</u> <u>9:30 A.M.</u> Miss Castle, WI.7-1900.	<u>AUGUST 10 (Monday)</u>	
	SAKS 5TH AVE., 611 5TH AVE. <u>Preview, Aug. 6, at 3 P.M.</u> Publ.: Dorothy Harness, PL.3-4000.	L. BAMBERGER & CO., NEWARK, N.J. Publ.: Nan Findlow, MARKET 2-1212.	
	FRANKLIN SIMON, 414 5TH AVE. Official opening day of "College Canteen" featuring a Vitamin U Bar selling homogenized milk and V8 vitamin juice, with all profits to USO. Other attractions: a juke box, a post exchange and a bulletin board where girls may exchange messages. Specially trained, dungaree-clad college girls will handle opening day crowds, advising on investment buying - an ideal system for co-eds. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	BONWIT TELLER, 721 5TH AVE. Special feature: college sales girls. Publicity: Nona James, EL. 5-6800. B. GERTZ, INC., JAMAICA <u>Fashion shows, Aug. 12, 19, 26, 9/2.</u> Publ.: H. Merahn, JA. 6-6800.	
		FREDERICK LOESER, B'KLYN Publ. Dir.: Paul Murphy, TR. 5-8100.	
		SAKS 34TH ST., HERALD SQUARE Publ.: Margaret Pierce, LA. 4-7000.	
		STERN BROS., 42ND ST. AT 6TH AVE. Publicity: Miss Handrahan, LO. 5-6000, ext. 203.	
		TAILORED WOMAN, 742 5TH AVE. <u>Press preview, Aug. 7, at 3 P.M.</u> Publ.: Belle Irene Gillis, PL. 5-2500. <u>Public Fashion Show, Aug. 13, 2:30 and</u> <u>7:30 P.M.</u>	
	<u>AUGUST 17 (Monday)</u>		
	DE PINNA, 650 5TH AVE. Publ.: Dorothy Coburn, VO. 5-4800.		

As other stores report, FASHION CALENDAR will list their opening dates. See CALENDARS of July 20th and 27th for College Shops already opened.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 4 9 A.M.	INFANTS' & CHILDREN'S WEAR CLINIC Discussion of Changing Trends in Store Management led by Earl W. Elhert, Ed. of "Retail Executive". Highlights of the new merchandise for children on toddler models. Complimentary Breakfast for buyers precedes the Clinic, at the Merchants and Manufacturers Club.	MERCHANDISE MART	WELLS ST. AT THE RIVER CHICAGO, ILLINOIS
Tuesday August 4 11:00 A.M.	RADIO FASHION TALK ON "HATLESSNESS" Maude Moody, Millinery Ed., "Women's Wear Daily" and Alice Hughes will make a reasonable and emotional appeal against "hatlessness" put to music with Nick Kenney's millinery theme song "Lady Be Lovely" sung by Tommy Page, introduced at recent MMEA fashion forum. Pub.: Bernard Estes, BR. 9-6000.	ALICE HUGHES & MAUDE MOODY	WINS, "ALICE HUGHES" SCRAP BOOK" PROGRAM
Tuesday August 4 11:00 A.M.	SEMI-ANNUAL CHICAGO CORSET CLINIC This year's Semi-Annual Chicago Corset Clinic will stress transitions in foundation garments. Talks on "The Corset Outlook for Fall and The Duration" will be made during the Clinic by the following speakers: Mr. Daniel L. Jones, Strouse-Adler Co., Pres., of Corset & Brassiere Assoc.; Mrs. Harriet Redmond, Carter Designer; Miss Estelle Popp, Bien Jolie Inc.; Mrs. Louise Campe, Editor, Corset & Underwear Review; and Mrs. Alice Perkins, Washington staff, Women's Wear Daily. Each of 20 participating companies will display foundation-garments and sketches. Visiting buyers will be guests of the Mart at luncheon at the Club, following the five addresses.	MERCHANDISE MART	WELLS ST. AT THE RIVER CHICAGO, ILLINOIS
Tuesday August 4 12:00- 2:00 P.M.	PRESS PREVIEW OF CHRISTMAS COSMETICS Buffet luncheon to view Christmas Cosmetics which adhere to new WPB orders regarding toiletries. Press strictly by invitation. Contact at Coty: Mary Jorzick, CI. 6-5965. Publicity: Eleanor Lambert, PL. 5-8580.	COTY INC.	612 FIFTH AVENUE
Wednesday August 5 9:00 A.M.	WOMEN'S WEAR & ACCESSORY CLINIC Discussion led by Mrs. Alice Perkins, Washington representative, Women's Wear Daily; Earl W. Elhert, Editor, Retail Executive, and others. Mannequin parade showing new merchandise. Visiting buyer will be guests at Breakfast preceding the Clinic at the Club.	MERCHANDISE MART	WELLS ST. AT THE RIVER CHICAGO, ILLINOIS
Wednesday August 5 4:00- 6:00 P.M.	COCKTAIL PRESS SHOWING: HOLIDAY GIFT LINE Marie Earle will present a view of late Fall and Christmas cosmetic gifts at a cocktail showing of special interest to Beauty Eds., faced with early closing of holiday issues. By invitation. Publ.: Eleanor Lambert, PL. 5-8580.	MARIE EARLE	ST. REGIS HOTEL 5TH AVE. AT 55TH ST.
Wednesday August 5 5:00 P.M.	PRESS PREVIEW: COLLEGE AND COUNTRY FASHIONS See Page 2 for details.	MARY LEWIS	638 FIFTH AVENUE
Thursday August 6 3:00 P.M.	COLLEGE AND CAREER CLOTHES-PRESENTATION College and Press Round-up following the official opening of the College Shop, when Saks 5th Avenue will stage a special presentation of College and Career clothes for the Fashion Press and a selected group of College and Career girls. By invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.	SAKS FIFTH AVENUE	611 FIFTH AVENUE TERRACE ROOM, 8TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 6- August 13	HOW TO FIGHT ON OUR CONSUMER FRONT Exhibit showing how Mr. and Mrs. John Doe, consumer, can fight inflation, fight for victory, fight not to waste, nor hoard, nor over-buy. Exhibit prepared by Brooklyn Museum, where it had its debut, for the Consumer's Committee of the Brooklyn CDVO. Open to Press and public. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, INC.	EAST BUILDING - B'KLYN 2ND FLOOR
Thursday Evening August 6 7:00 P.M.	PARADE OF EARLY FALL FASHIONS High-spot of Bonwit Teller's weekly "late night" (this Thursday) will be a fashion show presenting a first glimpse of new Fall fashions. Open to Press and public. Publicity: Mrs. Nona James, EL. 5-6800.	BONWIT TELLER	721 FIFTH AVENUE 4TH FLOOR
Friday August 7 3:00 P.M.	PRESS PREVIEW: COLLEGE AND CAMPUS SHOP Over a soft-drink bar at which college girls will act as hostesses, sales-girls and models, Tailored Woman college fashions will be previewed by members of the Fashion Press as a curtain raiser to public opening on August 13th. Strictly by invitation. Publicity: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	742 FIFTH AVENUE
Saturday August 8 2:00 P.M.	COLLEGE FASHIONS IN A WAR YEAR Today's College Fashions by Gimbel's, for ivy colleges and city campuses. "Big name" college girls will model and Zero Mostel, antic impersonator of "Cafe Society", Uptown, will entertain. Open to Press and public. Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROS.	B'WAY AT 33RD ST.
Monday August 10 1:00 P.M. Luncheon	1ST IN SERIES OF LUNCHEON FASHION SHOWS Representative Fall style successes from leading store collections. Open to public. Luncheon, a la carte. Press by invitation. Publicity: Jane Hunter, PL. 3-4500.	ST. REGIS HOTEL	5TH AVE. AT 55TH ST.
Monday August 10	"OPEN HOUSE" IN THE COLLEGE CANTEEN College girls and their friends and members of the Fashion Press will be guests of Franklin Simon's College Canteen which will present an informal fashion show of College and Campus clothes for war-minded collegians who want to be pretty and practical too. Exact time later. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE COLLEGE CANTEEN
Tuesday August 11 9:30 A.M.	PRESS PREVIEW: COLLEGE FASHIONS See Page 2 for details.	RUSSEKS 5TH AVENUE	390 FIFTH AVENUE
Wednesday August 12, 19,26, 9/2	COLLEGE FASHION SHOW See Page 2 for details.	B. GERTZ, INC.	JAMAICA, L.I.
Tuesday August 18 10:00 A.M.	PRESS SHOWING: FALL MILLINERY By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 18 5:30 P.M.	PRESS PREVIEW: OPEN- ING OF NEW FLOOR For the 6th successive year, the Jane Engel organization is expanding. This year's move doubles the present selling space with the addition of a newly built floor which permits new departments for coats, furs, suits, sportswear, sweaters, skirts and blouses in addition to Jane Engel dresses and hats. The new floor will also include an enlarged Bridal Shop, a Maternity Shop and an Evening Gown Department. Press Preview by invitation. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL	1025 MADISON AVENUE
Thursday August 20 7:30 P.M.	BUDGET BRIDAL TROUSSEAUX Three modern brides; a defense plant worker, a stenographer, and a Wellesley College graduate, will each select her version of a trousseau for her circumstances. Changing trends will show up in this three-class level of bridal selections. Commentator, Mrs. Alexandra Potts, Merchandising Director of The Bride's Magazine, will be presented by Miss Barbara Barrie, bridal consultant for the Tailored Woman. Open to Press and public. Publicity: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	742 FIFTH AVENUE
Monday August 24- August 29	NEW YORK GIFT SHOW Annual exhibit of Christmas Gift Wares. Open to Trade. For further information, contact: George F. Little, Director, N. Y. Gift Show, 220 Fifth Ave., AS. 4-3161.		HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
Tuesday August 25 (Tentative)	PRESS PREVIEW: "WISHMAKER HOUSE" McCreery's Wishmaker House, in new fall dress, will open its doors to members of the Press, in an autumn preview. Tentatively set for Aug. 25. Public opening, Aug. 27. Publicity: Lois Munn, WI. 7-7000.	MCCREERY'S	5TH AVE. AT 34TH ST.
Thursday August 27- Sept. 7	TENNIS TOURNAMENT: NATIONAL COMBINED CHAMPIONSHIP MATCHES Price of tickets and further information from U. S. Lawn Tennis Assoc., 120 Broadway, RE. 2-3547, or West Side Tennis Club Stadium, BO. 8-4400.	U. S. LAWN TENNIS ASSOC.	WEST SIDE TENNIS CLUB FOREST HILLS, L. I.
Thursday August 27 4:00- 6:00 P.M.	PREVIEW OF FALL SHOE FASHIONS Coward will present its Annual preview of Fall shoe fashions to members of the Fashion Press at a cocktail-reception in the Perroquet Suite of the Waldorf Astoria. By invitation. Publicity Director: Mr. D. R. Kasanof, BA. 7-1700.	THE COWARD SHOE	WALDORF ASTORIA HOTEL PERROQUET SUITE
Thursday August 27 6:00 P.M. Dinner	TRADE DINNER TO HONOR ADAM GIMBEL Leaders of the Dress Trades will give a testimonial dinner for Adam Long Gimbel, Pres., Saks 5th Avenue. Retailers and manufacturers will attend en masse to continue Trade's annual support of the Greater New York Fund. Admission and details in later issue of FASHION CALENDAR. Contact: Mr. Goldsmith, Greater N. Y. Fund, WH. 3-9440.	DRESS TRADES SECTION GREATER NEW YORK FUND	WALDORF ASTORIA HOTEL SERT & WEDGEWOOD ROOMS
Monday August 31- Sept. 19	OPENING OF AQUEDUCT FALL RACE MEET	QUEENS COUNTY JOCKEY CLUB	AQUEDUCT LONG ISLAND



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 1	TRAVELING PUPPET FASHION SHOW 3rd annual Traveling Fashion Show of 8 life-sized children's puppets begins its country-wide tour of stores. Conceived and directed by Evelyn Wood, Baltimore stylist and puppeteer, these puppets perform on a 15-foot runway set up in the children's department of each store, dressed in children's clothes from the store's own stock. While the puppets perform, Miss Wood points out the fashion highlights of the costumes. Open for store bookings. Contact: Mr. Irwin A. Shane, Publicity Features, 11 West 42nd Street, LO. 5-5351.	EVELYN WOOD	BALTIMORE, MD.

<u>FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS</u>			
Beginning Tues. 9/1			
Tues. 9/1 8:00 P.M.	BERGDORF GOODMAN ORIGINALS Press preview. By invitation only. Publicity: Miss Neff, PL. 3-7300.	754 FIFTH AVENUE	
Wed. 9/2 2:30 P.M.	MILGRIM'S Design Studio Originals from the Custom Order Dept. Press preview by invitation. Publicity: Jack Milgrim, CI. 7-7200.	6 WEST 57TH STREET	
Thurs. 9/3 10:30 A.M.	JAY THORPE ORIGINALS Press preview. By invitation only. Publicity: Ruth Le Bron, CI. 7-4300.	24 WEST 57TH STREET	
Wed. 9/9 10:30 A.M.	BONWIT TELLER Fira Benenson's Collection from the Salon de Couture. Press preview by invitation only. Publicity: Nona James, EL. 5-6800.	721 FIFTH AVENUE	
Wed. 9/9 2:30 P.M.	SAKS FIFTH AVENUE Press preview of "Sophie's" Originals from the Salon Moderne. Strictly by invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.	611 FIFTH AVENUE	
NOTE:	HATTIE CARNEGIE Opening Date will be listed here as soon as definitely established.		

Thursday Sept. 3 10:00 A.M.	PRESS PREVIEW: FALL COLLECTION Press preview of Henri Bendel's Custom-Order- Originals, supplemented by first Fall Collections including Bendel Furs and Hats. Strictly by invitation. Publ.: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET
Monday Sept. 7	FALL <u>RETAIL</u> MILLINERY WEEK Monday, September 7th has been designated by the MMEA and the MSC as official Opening Day of the Fall <u>Retail</u> Millinery season. Stores through- out the country will launch promotions ushering in New Fall Hats in adver- tising, windows, and departmental displays. For further information and promotional helps, consult: Margery Hartmann, Millinery Fashion Bureau, 33 W. 42nd St., CH. 4-6547.	MSC & MMEA	THROUGHOUT U. S. A.
Monday Sept. 14 9:30 A.M. Breakfast	PRESS PREVIEW: FIRST FALL COLLECTIONS Members of the Fashion Press are invited to attend the first fashion show- ing of the Fall Season presented by De Pinna. Open to members of the Fashion Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 16- Sept. 17	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE	TANNERS COUNCIL & NATIONAL SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
The Tanners' Council of America will "skeletonize" its leather exhibits for the duration. Instead of occupying individual booths in the Grand Ballroom of the Waldorf as in former years, each exhibitor will furnish samples of his products in the official colors of the coming season, to be identified and shown in the Ballroom during the National Shoe Retailers Style Conference. Contact: for Tanners' Council, Mr. J. L. Nelson, BE. 3-0494. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.			
Monday Sept. 21- Oct. 10	BELMONT FALL RACE MEET Admission: grandstand, \$1.50; clubhouse, \$4. Tickets obtainable from Belmont Park.	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, L. I.
Tuesday October 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 7-25	THE RODEO COMES TO TOWN		MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday Oct. 12-21	OPENING DAY: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Monday Nov. 2-5	NATIONAL SHOE FAIR Leaders in shoe manufacturing industry will exhibit in the big National Shoe Fair, held annually in Chicago. The timing of the Fair was planned to permit a first glimpse of new spring and summer lines. (Hotel Stevens has been taken over by the Government.)	NAT'L BOOT & SHOE MFRS. & NAT'L SHOE RETAILERS	HOTEL MORRISON AND PALMER HOUSE CHICAGO, ILLINOIS

PLEASE NOTE!

Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to continue our listing of Out-of-Town Fall Opening Dates.

Aug. 2 ...Fall Millinery Market Week, Los Angeles & San Francisco Millinery Guilds

Aug. 2-5...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.

Aug. 3-8...Style Creators of Chicago, Women's, Children's & Infants' Wear & Accessories Market, Merchandise Mart, Chicago.

Sept. 12-14...San Antonio Fall & Winter Market Week, Hotel Gunter, San Antonio, Texas

DATES AHEAD

Sept. 7 LABOR DAY (Monday)

Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)\*

Sept. 21 JEWISH DAY OF ATONEMENT (Monday)\*

Oct. 1 MOVING DAY (Thursday)

Oct. 12 COLUMBUS DAY (Monday)

Oct. 27 NAVY DAY (Tuesday)

RED LETTER WEEKS

Sept. 20-26 NATIONAL DOG WEEK

Oct. 2-12 NATIONAL BRANDS WEEK

Oct. 4-10 NATIONAL BUSINESS WOMEN'S WEEK

Nov. 2-8 AMERICAN ART WEEK

Nov. 9-15 NATIONAL FATHER & SON WEEK

Nov. 11-30 RED CROSS DRIVE

\*Market closed for all practical purposes.



# MUSIC... THEATRE... MOVIES... AND NIGHT SPOTS

- Beginning...OUTSTANDING STADIUM CONCERTS OF THE WEEK, 138TH AT AMSTERDAM AVENUE
- Monday Monday, August 3--Josef Lhevinne, pianist in an all-Wagner program.  
 August 3 Howard Barlow, conductor.  
 8:30 P.M. Wednesday, August 5--Stadium Debut of Boy-Wonder Conductor, Lorin Maazel.  
12-year old child prodigy. He has already conducted the NBC Symphony.  
Thursday, August 6--José Iturbi in Dual Role of Pianist and Conductor.  
Also Argentinita, Spanish dancer, whose program includes Ravel's "Bolero".  
Saturday, August 8--Double-Header Stadium Debuts. Werner Josten, Conduc-  
tor; Smith College Orchestra; Rudolf Frikunsky, gifted young Czech pianist.  
Monday, August 10--Annual Gershwin Concert, conducted by Alexander Smallens  
with Oscar Levant, soloist, at the piano. This eagerly awaited performance  
of George Gershwin's works is the high-spot of the Stadium season. Pub-  
licity: Dorle Jarmel, CI. 7-6900.
- Tuesday....NAVY RELIEF BENEFIT PREMIÈRE OF "HOLIDAY INN", PARAMOUNT THEATRE, B'WAY AT 44  
 August 4 Navy Relief will benefit by World Premiere of Irving Berlin's musical,  
 "Holiday Inn", co-starring Fred Astaire and Bing Crosby. For gala occasion,  
 there will be an all-star stage show with celebrities of stage, screen and  
 radio and six of the country's big-name bands. Paramount will go on a re-  
 served seat schedule (for benefit only). On Wednesday, public opening,  
 regular run of the house seat sale. Publ.: Aileen Brenon, CH. 4-7040.
- Wednesday...NEW SHOW OPENING AT RAINBOW ROOM ROCKEFELLER CENTER  
 August 5 Headed by Walton and O'Rourke Marionetteers now playing in "Sons O'Fun".  
 Also Betya Milskaya, continental singer, of Russian origin, Ray English,  
 acrobatic dancer, Jane Deering, ballet dancer, and the Continentals and  
 their Rhumba Band. Publicity: Ed Seay, CI. 5-9000.
- Thursday....PREMIÈRE: "TARZAN'S NEW YORK ADVENTURE" (Movie) CAPITAOL THEATRE, B'WAY AT 51  
 August 6 M.G.M. presents Maurren O'Sullivan and Johnny Weissmueller in a new Tarzan  
 (Postponed) series. Publicity: Art Schmidt, BR. 9-7800.
- Thursday....WORLD PREMIÈRE: WALT DISNEY'S "BAMBI" (Movie) RADIO CITY MUSIC HALL, 6 AT 50  
 August 6 Adapted from Felix Salten's best seller, "Bambi" has been five years in  
 (Tentative) the making and offers a love story, comedy and breath-taking new Techni-  
 color features. Distributed by RKO. Publ.: Rutgers Neilson, CO. 5-6500.
- Tuesday....PREMIÈRE: "NEW MOON" CARNEGIE HALL, WEST 57TH STREET  
 August 11 Next musical revival at Carnegie Hall, a hit of the 1928-29 season, by  
 Oscar Hammerstein, 2nd, Frank Mandel, Laurence Schwab and Sigmund Romberg.  
 Publicity: Nat Dorfman, ME. 3-0858.
- Wednesday...PREMIÈRE: "PARDON MY SARONG" (Movie) CRITERION THEATRE, 1514 BROADWAY  
 August 12 Universal picture starring the laugh-makers, Abbott and Costello. Pub-  
 licity: Maurice Bergman, CI. 7-7100.
- Thursday....PREMIÈRE: "THE MAGNIFICENT AMBERSONS" (Movie) CAPITAL THEATRE, B'WAY AT 51  
 August 13 Mercury Productions stars Dolores Costello, Ann Baxter, Agnes Moorhead,  
 (Tentative) Joseph Cotton, Tim Holt and Ray Collins in Orson Welles' version of the  
 Booth Tarkington story. Period clothes by Edward Stevenson. Circa, early  
 1900's. RKO Publicity: Rutgers Neilson, CO. 5-6500.
- Friday.....1ST CONCERT PERFORMANCE OF SHOSTAKOVICH SEVENTH SYMPHONY, BERKSHIRE MUSIC  
 August 14 CENTER, LENOX, MASSACHUSETTS. The first Western Hemisphere Concert Per-  
 5:00 P.M. formance of the famous Shostakovich Seventh Symphony will be conducted by  
 Dr. Koussevitzky of Boston Symphony for the benefit of Russian War Relief.  
 The Orchestra, 110 players, are the Berkshire Music Center Band. Tickets  
 can be obtained at Russian War Relief Headquarters, 11 E. 35th St.,  
 MU. 6-3203.